

## Message Text

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PAGE 01 STATE 039674  
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-----024310 151613Z /53

R 151418Z FEB 78  
FM SECSTATE WASHDC  
TO AMEMBASSY BELGRADE  
INFO AMCONSUL ZAGREB

UNCLAS STATE 039674

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT:FY 1979 COUNTRY COMMERCIAL PROGRAM

REF: (A) STATE 44899, 1977 (B) BELGRADE 8896, 1977  
(C) STATE 118

1. THE FOLLOWING ADDRESSES THE PRELIMINARY FY-1979 CCP  
CONVEYED OY REFTTEL (B) IN RESPONSE TO STATE 44899. OUR  
VIEWS ARE PROVIDED AS REINFORCE?ENT TO THE POSTS IN THE  
FORMULATION OF THEIR DRAFT CONTRIBUTIONS FOR FY 79 PURSU-  
ANT TO REFTTEL (C).

2. (A) DUE TO THE IM0ALANCE OF TRADE CURRENTLY BEING EX-  
PERIENCED UY YUGOSLAVIA, THERE DOES NOT APPEAR TO BE ANY  
GREAT OPPORTUNITY TO EXPAND U.S. EXPORTS UNLESS THE PRODUCTS  
FALL WITHIN CERTAIN CATEGORIES OF SPECIAL INTEREST. (B)  
LONG-TERM LICENSING, CO-PRODUCTION AND JOINT VENTURES APPEAR  
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TO BE AREAS WITH FAVORA3LE PROSPECTS FOR EXPANDING TRADE  
WITHYUGOSLAVIA. W. GERMAH AND ITALIAN COMPANIES HAVE MORE  
OF SUCH ARRANGEMENTS WITYUGOSLAVIA THAN DO U.S. COMPANIES.  
(C) ALSO, W. GERMAN AND ITALIAN COMPANIES HAVE BEEN MORE  
ACTIVE IN JOINING WITH YUGOSLAV FIRMS IN TIRD COUNTRY PRO-  
JECTS. (D) T;E OTHER AREA OF PRIME OPPORTUNITY APPEARS TO  
BE THAT OF SUPPLYING HIGH TEC;NOLOGY SERVICES AND EQUIPMENT

TO MAJOR PROJECTS IN THE COUNTRY'S DEVELOPMENT PLANS.

3. ASSISTING U.S. FIRMS IN MAKING ARRANGEMENTS FOR CO-PRODUCTION AND THIRD COUNTRY PROJECTS SHOULD PROBABLY BE HIGH IN THE POSTS COMMERCIAL ACTIVITIES WITH THE FACILITATION OF JOINT VENTURES AND LICENSING REMAINING AT THE LEVEL OF THE FY 78 CCP.

4. POSTS IDEA TO LIMIT NUMBER OF CAMPAIGNS TO TWO PRO-DUCT AREAS PLUS A THIRD STRONG CAMPAIGN FOR MAJOR PROJECTS APPEARS TO COMMERCE TO BE LOGICAL UNDER CURRENT CONDITIONS.

5. THE MINING EQUIPMENT AREA APPEARS TO OFFER EXCEPTIONAL OPPORTUNITIES. DOES THERE APPEAR TO BE ANY POSSIBILITY THAT JOINT VENTURES IN MINING WOULD BE PERMITTED? THE POSSIBILITY OF OPIC PARTICIPATION IN THIS AREA OF ACTIVITY IS A FACTOR AND THERE WOULD PROBABLY BE STRONG INDUSTRY INTEREST.

6. POSSIBLY THE POST MAY WISH TO GIVE CAMPAIGN STATUS TO A POWER GENERATION CAMPAIGN REMOVING THIS AREA FROM THE GENERAL MAJOR PROJECTS CAMPAIGN. IT SHOULD UNDOUBTEDLY RECEIVE PRIORITY ATTENTION.

7. POST MAY ALSO WISH TO GIVE CAMPAIGN STATUS TO THE PRO-UNCLASSIFIED

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MOTION OF YUGOSLAV ATTENDANCE TO U.S. EXHIBITIONS ELSEWHERE IN EUROPE ORGANIZING GROUP TRAVEL WHERE APPROPRIATE. A LIST OF FY 79 U.S. EXHIBITIONS SCHEDULED IN THE EUROPEAN AREA, HAS BEEN RECENTLY MAILED. THE CCP SHOULD SPECIFY SPECIFIC EVENTS TO BE PROMOTED.

8. AT THE CURRENT TIME WE ARE PROCEEDING ON THE BASIS THAT AN INTERNATIONAL MARKETING CENTER STAGED MACHINE TOOL EXHIBITION WILL BE HELD AT THE ZAGREB FALL FAIR, SEPTEMBER 1979.

9. WE SEE NOT TOO MUCH CHANGE IN "OTHER SPECIAL POST EFFORTS" IN FY 79 AS OPPOSED TO FY 78 EXCEPT TO ADJUST ACTIVITIES TO FY 79 SCHEDULE OF EVENTS, TO ALTER PRIORITIES IN ACCORD WITH POSTS LATEST DETERMINATION, AND TO INCLUDE AN ACTIVITY RELATIVE TO POST CONDUCTED MARKET RESEARCH IN DETERMINING THE BEST PROSPECT LIST. VANCE

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## Message Attributes

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